

ABSTRACT**DATA PROCSSING SYSTEM AND METHOD**

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Embodiments of the present invention relate to a data processing system and method for use in creating an audiovisual product. The method, for example, comprises the steps of: defining a plurality of components, the
10 components implicitly representing functional sections of audiovisual content with respect to one or more raw content objects, and a plurality of transitions that represent movements between the plurality of components; expanding the plurality of components and the plurality of
15 transitions to provide a set of explicitly realised AV assets and an expanded intermediate data structure of nodes and links, where each node is associated with an AV asset of the set and the links represent movement from one node to another; and creating an audiovisual product in a
20 predetermined output format, using the AV assets and the expanded intermediate data structure of the nodes and the links, wherein the audiovisual product is operable to facilitate random number generation.

25 (Figure 14)